



**REPORT FOR DERBY CITY COUNCIL'S
CLIMATE CHANGE OVERVIEW AND SCRUTINY
COMMISSION ON RESEARCH TO
DETERMINE PUBLIC ATTITUDES
TO CLIMATE CHANGE**

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Prepared and presented by:
Paul N Lockton, DMS, Dip M, FCIM
Marketing Innovation Ltd
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Marketing Innovation Ltd
Suite A • Aumberry Gap
Loughborough • LE11 1AA
T: 01509 219002
www.marketing-innovation.com
minfo@marketinginnovation.co.uk

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1.0 EXECUTIVE SUMMARY

This document reports on the findings from the public consultation exercise carried out in October 2009 by Marketing Innovation on behalf of the Climate Change Overview and Scrutiny Commission of Derby City Council.

Previous initiatives to promote awareness on climate change had mainly been directed towards public service partners, schools, and Council Chief Officers, but the Commission felt it knew little about the views of the public on climate change.

The purpose of the consultation was therefore to ascertain the views of a representative sample of Derby residents on climate change, and to find out what actions Derby people were prepared take to combat the problem.

The research was intended to establish baseline awareness of climate change which would guide the Climate Change Commission and the Council's Energy Management Unit if they undertook further action to inform the public and raise public interest.

1000 Derby residents were selected at random to take part in telephone interviews conducted by Marketing Innovation Ltd. A 16 point questionnaire was used to determine what the respondents knew or believed about climate change, and to find out what actions they would take to tackle the problem. The survey was completed in three weeks in Oct 2009.

Survey results

- 1.1 The survey found that climate change meant different things to different people, however for 35% it was about 'high temperatures' and 'global warming'. Many respondents also referred to melting icecaps, rising sea levels, and flooding. Less available or more expensive energy was also predicted. Not everybody had the same perspective on the issue suggesting there was a long way to go before all people faced up to the reality.
- 1.2 In general older people were found to be more informed about the detail of climate change. 83% of the sample said they knew at least a little about the subject, of which 30% professed to know a lot. Men felt slightly more informed than women about climate change. Those aged 16 – 25 claimed to be the most well informed, but in fact older people had a better grasp of the facts.
- 1.3 54% of respondents said that climate change would definitely, or very likely would, affect their community. Additionally 22% thought that it would possibly do so at some stage in the future. However 24% were uncertain or thought climate change would not affect their community. More young people believed that climate change would affect them than did much older people, who perhaps felt they might not live to see it.

The respondents thought that climate change would impact on the community in different ways, but the main changes would be seen in the weather and increased flooding.

- 1.4 62% of the sample said they worried a lot, or from time to time, about climate change, showing that for the majority of respondents there was a degree of concern. However 38% said that they gave climate change no thought or had no worries about it suggesting that more education about climate change was needed for the less well informed.
- 1.5 54% of respondents felt that national and local government, and the community, had a responsibility for tackling climate change, saying effectively that everybody had a part to play in taking action to combat the problem. But 34% felt responsibility lay with government bodies/councils. 10% did not know who was responsible.
- 1.6 Many respondents thought that the Government's role was to lead by example and to promote the measures that could be taken by the general public. It was thought that the public could play their part by using less energy in the home, by recycling more rubbish and by reducing their use of private transport.
- 1.7 The survey showed that the public were not keen to engage in solutions that involved a cost to the householder, so there was less interest in renewable products like solar panels. However 84% stated that they were 'definitely' or 'possibly likely' to take some action at home to reduce their energy consumption or to combat the effects of climate change.
- 1.8 52% of respondents said they would 'definitely' or 'were 'very likely' to reduce their energy consumption and emissions in the future. 32% said they would 'possibly do so at some stage'. 10% were 'uncertain' or 'didn't know' whether they would take action.
- 1.9 A high proportion of residents surveyed already had double glazing, loft insulation or energy saving light bulbs fitted in their houses. Over half had cut down on non-essential journeys, were buying locally produced food wherever possible, and regulated their thermostats. Only 2% of the sample had fitted solar panels.
- 1.10 Due to the high number of people in the sample who already claimed to have taken action (or had properties where measures had been taken), the proportion of the sample planning to take further action in future was low, especially when it came to investing in things like solar panels or grey water systems. This suggested that a greater stimulus was required if people were to be persuaded to do more and to spend money on combating climate change.

- 1.11 Those residents who had taken action by installing energy saving products said they had done so to save money and help the environment. These twin benefits may be used to persuade people to invest further in the future. However nearly two thirds of those sampled said they were unlikely to spend anything on energy efficiency measures over the next twelve months.
- 1.12 The survey showed that when people considered energy efficiency improvements for their home, most did so on the basis of cost/affordability and pay back. However one in four did not know how to go about finding out what to do.
- 1.13 19% of the sample said they had sought advice from external organisations about the choice of energy saving products. Most of the sample said they would seek advice from an independent source such as a council. The value of such advice should be stressed in any information provided by the Climate Change Commission to the public.
- 1.14 77% of respondents had not sought more information on the subject of climate change. The minority of those who sought more information were interested in how they could save energy, how they could tackle climate change, and on general information on the products available.

2.0 INTRODUCTION AND BACKGROUND TO THE CONSULTATION

This document reports on the findings of a public survey carried out in October 2009, on behalf of the Climate Change Overview and Scrutiny Commission of Derby City Council. The consultation survey was carried out in order to establish a baseline of awareness for climate change within a sample of Derby residents.

The Climate Change Commission (the Commission) is one of the Council's six Overview and Scrutiny Commissions. Each Commission is responsible for scrutinising particular aspects of the work of the Council. The task of the Climate Change Commission is to look specifically at climate change issues and by implication at energy use by the Council and in the City.

The Commission decided to undertake the consultation to ascertain the views of Derby people on climate change and to find out what actions people had already taken, or would be prepared to take, to reduce their personal contribution to climate change.

A number of market research companies were asked to quote for the work and Marketing Innovation Ltd of Loughborough was selected on the basis of their proposal.

Reasons for the research:

During 2008/09 the Climate Change Commission undertook internal research to establish what actions were being taken by key partners, schools, and chief officers to combat climate change. This research led to recommendations aimed at how the Council might minimise its energy usage and reduce the emission levels from its municipal activities.

It was the Commission's view that whilst much was being done to inform the general public of the climate change message, the degree to which the public was responding to this message was not well understood. The Commission therefore decided to undertake an investigation to find out how the public was responding to the climate change 'message'.

This market research survey was consequently commissioned in order to find out:

- a) The public's views on climate change.
- b) What specific actions the public had taken, or would be willing to take to reduce their contribution to climate change.
- c) How much people would be willing to invest in measures to mitigate climate change

The results of this research will be reported by the Commission to the Council's Climate Change Board and to the Cabinet Member responsible for climate change. It is hoped that the outcomes of the research will serve to direct the future action that the Council takes to encourage Derby residents to minimise their use of energy and thereby to reduce their personal impact on climate change.

3.0 SURVEY OBJECTIVES AND METHODOLOGY

The survey objectives were agreed by Mr David Romaine and Ms Laura Follows of the Council's Overview and Scrutiny team on behalf of the Commission. Marketing Innovation Ltd was commissioned to carry out the work and Paul Lockton attended a briefing meeting at the Council House to agree the scope and content of the survey.

Consultation Objectives

The objectives of the survey were to:

- a. Provide the Commission with accurate and verifiable data showing the public attitudes and awareness for climate change.
- b. Determine from a sample of the public what they knew and believed about climate change, who they considered to be responsible for dealing with it, and how they could address the issues associated with climate change.
- c. Identify specific actions that the public were prepared to take, and how much they might be prepared to invest, to tackle the problem.
- d. Explore the experiences of the public with contractors who supply energy saving and renewable energy products and with the sources of information about such products.

Methodology

One thousand Derby residents were selected from the current telephone directory to fit a geographic quota representative of residents living within the Derby boundary. Approximately 3000 calls were made in order to construct the sample.

The survey was carried out over three weeks using computer aided telephone interviewing (CATI) methods by a team of six experienced telephone researchers based in Marketing Innovation Ltd's Loughborough call centre.

Respondents were telephoned at times that were convenient to them, predominantly in the evening, and also at the weekend. This was done to ensure that a wide range of working and non-working people were able to take part in the survey. The aims of the survey were explained to respondents who were also told that Derby City Council had sponsored the survey. Survey protocols were used as recommended by the Market Research Society.

A 16 point questionnaire, based on the Council's ideas for a selected range of questions, was designed by the Marketing Innovation and was tested before commencement of the survey. Call centre staff were fully briefed on the survey and on the reasons for undertaking it. Interviewers reported a positive reaction from the public and few problems were encountered in obtaining their views.

1003 interviews were completed and the profile of respondents', as shown overleaf in Table 1, was deemed satisfactory by the project manager.

Table 1

Gender	%	No. Responses
Male	55%	547
Female	45%	456
Total	100%	1003

Age	%	No. Responses
16-25	3%	35
26-40	20%	201
41-55	36%	357
56-70	28%	284
70+	13%	126
Total	100%	1003

Ethnicity	%	No. Responses
White British	91%	912
Other ethnic	9%	91
Total	100%	1003

Work status	%	No. Responses
Full time	48%	487
Part time	14%	138
Student	2%	19
Unemployed	7%	69
Retired	29%	288
No answer	0%	2
Total	100%	1003

Postcode	%	No. Responses
DE1	14%	136
DE21	20%	203
DE22	19%	191
DE23	16%	164
DE24	14%	139
DE3	13%	133
DE7	1%	7
DE73	3%	30
Total	100%	1003

4.0 SURVEY FINDINGS

This section reports on the findings from the 16 questions asked during the survey (see full questionnaire Appendix 5.1) and gives a summary of all comments received from 1003 respondents. The results are in the same order as the survey questionnaire and are divided into four sections.

- Awareness for climate change
- Responsibility for climate change
- Tackling the problem
- Information and guidance

The body of the report contains graphs and tables for each question whilst full data sets showing the sample sizes and statistical detail are contained in Appendix 5.2.

During the survey numerous comments were received from respondents and these have been coded and represented in the body of the report with relevant verbatim statements to illustrate particular points. Due to the volume of the responses it was neither possible, nor considered necessary, to include every comment received.

The list of questions asked in the survey are summarised in Table 2 below:

Table 2

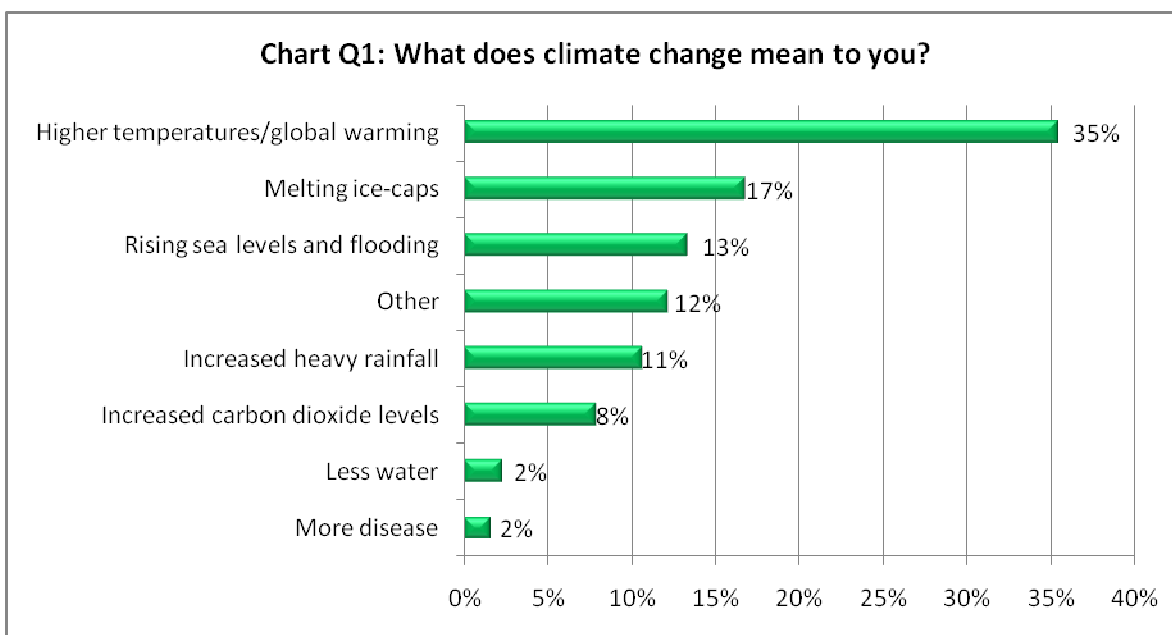
Q1	What does climate change mean to you?
Q2	How well informed do you feel about climate change and its effect on the environment?
Q3	Is it likely that you, and other Derby people, will be affected by Climate Change?
Q4	How might people like you be affected by climate change or by the actions needed to deal with it?
Q5	How much do you worry about the likely impact of climate change?
Q6	Who should take responsibility for tackling Climate Change?
Q7	What actions can Government and local Councils take on climate change?
Q8	What can ordinary people do to help reduce their environmental impact?
Q9	How likely are you to take action on climate change by reducing the energy you use or your emissions?
Q10	What steps you or your family have already taken, or are likely to take in the next 12 months?
Q11	How easy was it/will it be to find a company to do the work?
Q11a	What has been your experience with companies who do this kind of work?
Q12	How much are you likely to spend in the NEXT 12 months to improve energy efficiency in your home?
Q13	How will you decide on what energy efficiency improvements to do and how much to spend?
Q14	Would you like more information on how to tackle climate change or save energy in your home?
Q15	What would you like more information on?
Q16	Which sources of news information do you use on a weekly basis either at home or at work?

4.1 AWARENESS FOR CLIMATE CHANGE

Five questions were asked to test the respondents’ awareness for climate change, what it meant, how well informed people were on the subject, and their perceived likelihood of being affected by climate change now or in the future.

4.1.1 Q1. What does climate change mean to you?

This was an unprompted question and respondents’ answers were coded in eight categories. ‘High temperatures and global warming’ was the effect most often quoted and was a response given by **35%** of the sample. Chart Q1 shows the breakdown of the responses to this question.



There was reasonably high awareness of ‘Melting ice caps’ (**17%**) and ‘Rising sea levels and flooding’ (**13%**), although awareness for ‘Increased carbon dioxide levels’ was only **8%**.

There was no significant variation in what climate change meant in the responses by people of different age or gender. It was found that older people gave more answers to this question, suggesting that either knowledge about climate change improved with age and exposure to the issues, or that older people just paid more attention to the details.

Other comments about what climate change meant to respondents

In addition to the responses most often received to Question 1, a further 204 ‘other comments’ were made by respondents in the survey. In some cases these gave just another ‘twist’ on the environmental impacts of climate change or related to political, social or economic issues. The main groups of these ‘other comments’ can be summarised as follows:

‘Changes in weather’
(40 comments)

These comments referred to changes in the seasons, increasing storms and high winds, normal changes in climate, increased solar activity and other regional differences occurring around the globe.

“Some places will be flooded, others will turn into deserts”

‘Political hype’
(30 comments)

Comments expressed doubts for the claims made by politicians or scientists or that such claims were exaggerated, or climate change was a natural process about which nothing could be done.

“It’s propaganda, and the earth is just going through changes it has been for years”

‘Environment/pollution’
(32 comments)

These referred to the destruction of natural habitats, e.g. rain forests, alterations in the food supply/crop growth, and associated loss of animal species due to habitat change (polar regions) and diseases causing a fall in numbers.

“Plants flowering at ridiculous times of the year”

‘Worries for population/animals at large’

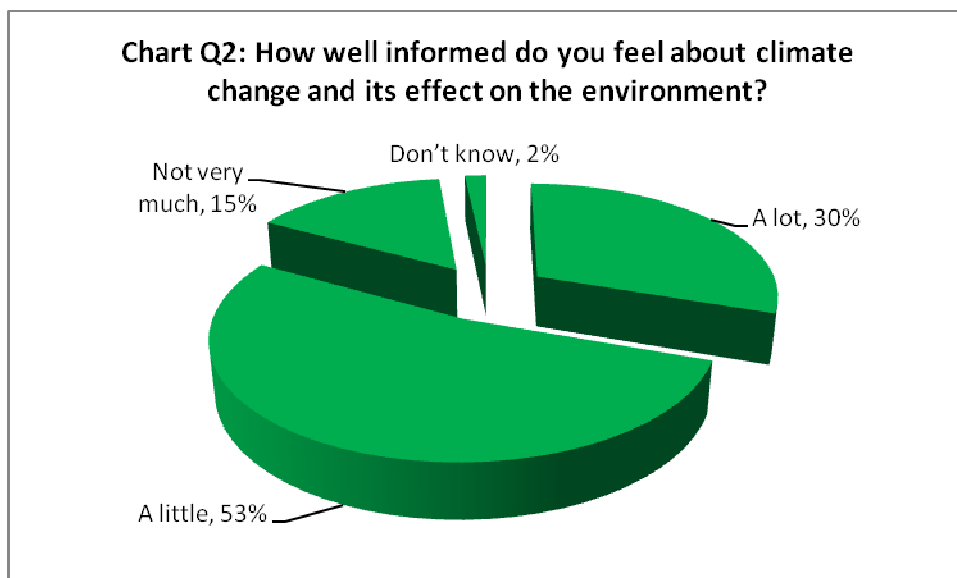
These comments were about ‘doomsday’ issues such as the planet ending, the survival of future generations, or an overpopulated planet: all things that were not within the power of governments.

“Animals and plants are in danger, also more disease and pandemics such as swine flu”

The range of comments received reflected the diversity of public opinions on the subject and the complex range of issues and effects that were laid at the door of climate change. This posed the question that if climate change meant so many different things to people, how could the Council formulate and convey a coherent message to rally action by the public?

4.1.2 Q2. How well informed do you feel about climate change and its effect on the environment?

If the survey sample is representative of the population of Derby, then a fairly high proportion of Derby residents know something about climate change, with **30%** professing to know a lot, and **53%** knowing a little about it. Chart Q2 shows the breakdown of responses to this question.



Closer examination of the answers to this question showed men to consider themselves to be slightly more informed than women on the subject, with **85%** of men compared to **80%** of women professing to knowing 'A little' or 'A lot' about climate change. .

Only **2%** of both sexes said they were unaware of climate change, but **18%** of women surveyed felt they did not know very much. As will be seen later, only **23%** of respondents desired more information on climate change and how to tackle it. This suggests that most people were either not interested or considered themselves to be 'up to speed' and not in need of further information. Some people felt that information on climate change could be a little misleading:

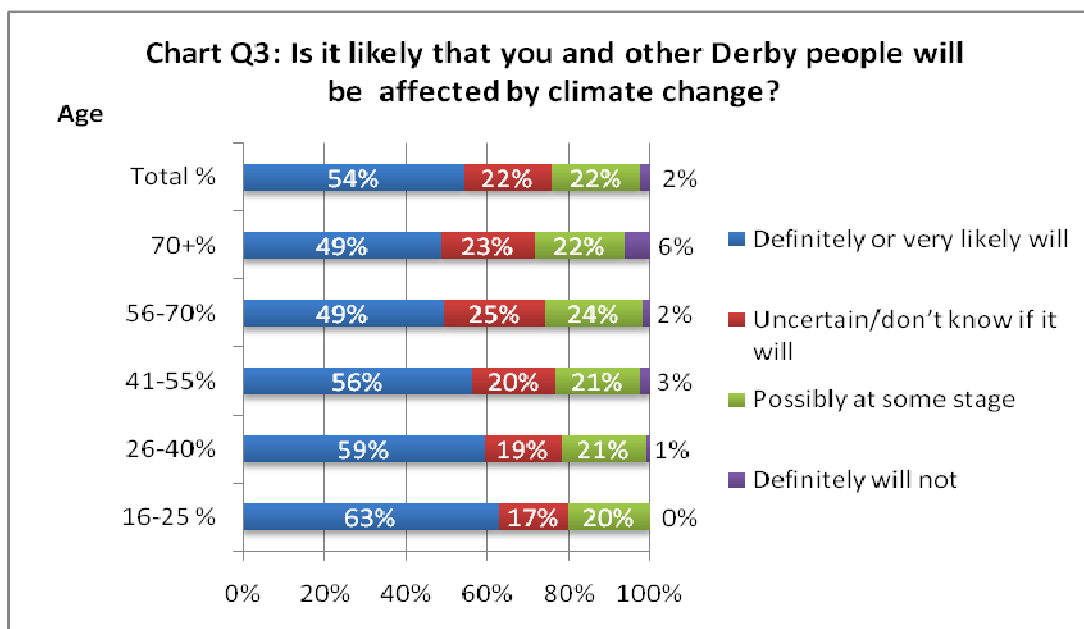
"The information could be clearer, and also less political"

The most well informed respondents were in the 16-25 category with **91%** of them feeling ‘a lot or a little’ informed, whilst in the 70+ age group only, **66%** said they were ‘a lot or a little’ informed. This is interesting because whilst older people came up with more explanations for climate change, it was people in the youngest age category who professed greater awareness of it. This suggests that younger people were perhaps more receptive to the message than their older peers.

4.1.3 Q3. Is it likely that you and other Derby people will be affected by climate change?

The purpose of this question was to find out if people made a connection between climate change and its impact on people’s lives in the local community. Respondents were asked to rate the likelihood of climate change affecting their local area on a four point scale ranging from ‘definitely or very likely’ to ‘definitely will not’.

54% of respondents thought climate change would ‘definitely’/‘very likely’ affect them, whilst **22%** thought it would ‘possibly at some stage’ affect them. On this basis, more than three quarters of Derby’s population may believe they may be affected by climate change. Chart Q3 shows the breakdown of the responses to this question.

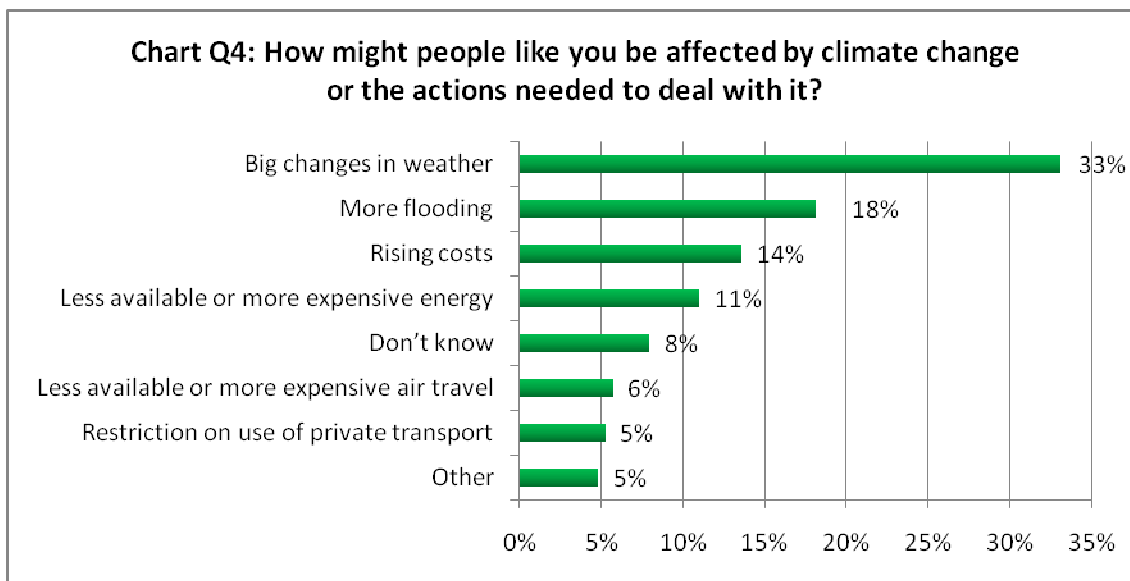


There was only a slight variation in the responses to this question by gender but by age group there were marked differences. For example, in the 16-25 age group, **80%** believed it would affect them, compared with **72%** in the 70+ group.

The latter suggests either that recall can vary according to age, or that older people may think they will not be alive long enough to be affected by climate change,

4.1.4 Q4. How might people be affected by climate change or by the actions needed to deal with it?

Once again this was an open-ended question where responses were categorised under six main headings. There were 1678 responses giving a diverse range of opinions. The most prominent effect predicted concerned ‘big changes in the weather’ (**33%**) followed by ‘more flooding’ (**18%**). Chart Q4 shows the breakdown of the responses to this question.



51% of the effects that people thought climate change might bring concerned the weather and other natural phenomena. A significant minority of respondents referred to market-imposed restrictions on consumption, like less available/more expensive/reductions in flights and restrictions on use of private transport, that climate change would bring about. **14%** quoted ‘rising costs’ and **11%** referred to ‘less available/more expensive energy’, suggesting that a small proportion of people now recognised that greater restrictions on personal choice were around the corner.

These responses however suggest that there is a long way to go before all Derby people face up to the reality of climate change affecting their lives.

There was hardly any variation by gender in the responses to this question, showing that men and women broadly shared the same perspective, but by age there were differences, with older people more pre-occupied by the weather, and younger people concerned for flooding.

There were also other issues that came to the surface in the 'other comments' received in response to this question. These concerned health, natural resources, food/crops and population. The comments considered worthy of recording are listed below (numbers in brackets show frequency of mentions where these were above one):

Health

- asthma/breathing/chest complaints (4)
- more diseases and pandemics (7)
- more diseases such as cancer or asthma also more pandemics
- more illnesses and weaker children
- weaker future generations also more genetically modified food

Natural resources

- lack of natural resources changes in atmosphere
- less natural resource (5)
- lack of water/drought (12)
- lack of water and less harvest
- less agricultural land
- less forests and green spaces
- affected nature the cycle of life affected

Food/crops

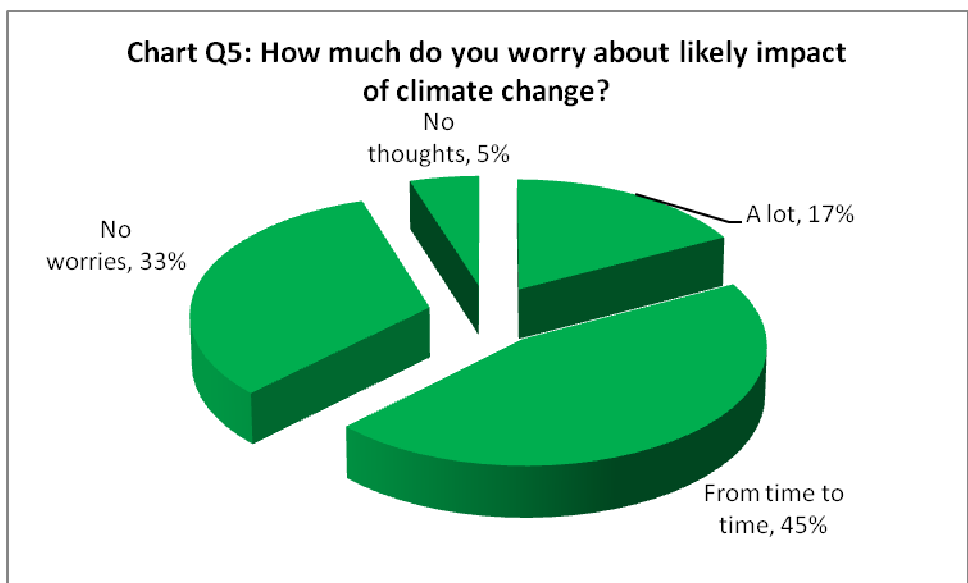
- food shortage/problems (2)
- difficulties maintaining crops
- unnatural weather affected crops
- more chemicals in crops
- more genetically modified and less organic food
- plant diseases

Population

- if tropical areas dry up people will move up north and it will result in greater immigration
- increased migration (2)
- mass migration because of water shortages
- coastal areas and people living there will be affected
- animals in danger of extinction
- it will hit poorer countries

4.1.5 Q5. How much do you worry about the likely impact of climate change?

As **76%** in the survey thought that climate change was a definite or possible factor that would affect them in their community, it might have been thought that this would have been a worry to the majority of those surveyed. However although **62%** of the sample said that they ‘worried a lot’ or ‘from time to time’ about climate change, **38%** said they gave no thought to this. Chart Q5 shows the breakdown of the responses to this question.



The responses to the question showed that **4%** more females than males ‘worried a lot’ or ‘from time to time’ about climate change. This was consistent with the higher number of women who in the previous question thought climate change would affect them, and it suggests that women are slightly more concerned/sensitive about the climate change issue than men.

If concerns are a driver to action to combat climate change, those concerns should be emphasised in future promotions mounted by the Council encourage people to take action.

Analysis by age group showed that worries about climate change receded with age, with **75%** of those in the age group 26-40 years worrying a lot or from time to time about climate change, compared with only **40%** in the 70+ age group who felt the same. Once again it was the intermediate to middle age groups in the survey that harboured the greatest concerns.

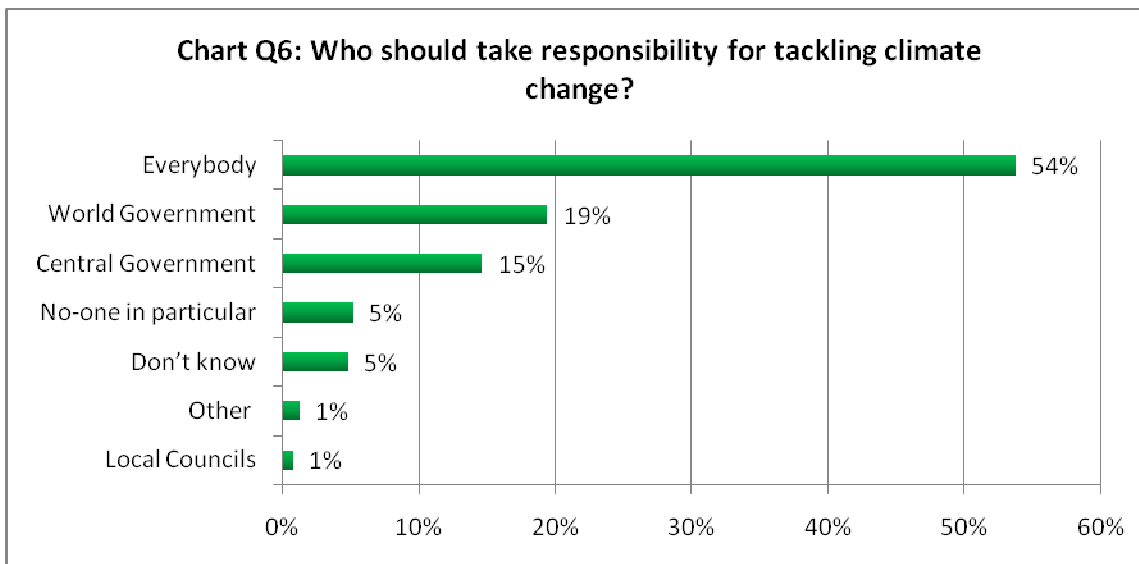
4.2 RESPONSIBILITY FOR CLIMATE CHANGE

In order to test public resolve on climate change three questions were asked:

- Who should take responsibility for tackling it?
- What action could government and local councils take?
- What should ordinary people do to reduce their own impact and those of their family?

4.2.1 Q6. Who should take responsibility for climate change?

Respondents were given a list of seven options but asked to give only one answer. The responses showed that **34%** felt that sole responsibility for tackling climate change lay with national and international bodies, including central government, suggesting that no blame could be attributed to ordinary people. A further **10%** did not know, or felt that no-one in particular was responsible. Chart Q6 shows the breakdown of the responses to this question.



Significantly **54%** in the survey said responsibility for tackling climate change was shared by all, (i.e. central and local government, and ordinary people) however for this question there was a significant variance by gender, as **60%** of females compared to **48%** of males were of this view. This suggests that females are not only more concerned about the problem, but also somewhat more realistic than men about resolving it. If women are indeed more receptive to the message than men, then perhaps the Council might consider angling the promotional message in the direction of women to get action to be taken.

By age group, table Q6A shows there was no significant variation in response, but respondents in the age groups 41 – 70 were slightly more inclined to accept responsibility than those of a younger age. Notwithstanding that, in order to promote action in the local community on climate change, the Commission will need to get residents of all ages effectively 'on-message and accepting responsibility.

Chart Q6A Who should take responsibility for climate change?

Age >	16-25	26-40	41-55	56-70	70+	Total
World Government	23%	24%	22%	16%	10%	19%
Central Government	14%	14%	12%	17%	20%	15%
Local Councils	3%	1%	1%	1%	0%	1%
Everybody	51%	53%	56%	54%	48%	54%
No-one in particular	6%	5%	4%	6%	6%	5%
Don't know	3%	2%	4%	5%	10%	5%
Other	0%	1%	1%	1%	6%	1%
Total	100%	100%	100%	100%	100%	100%

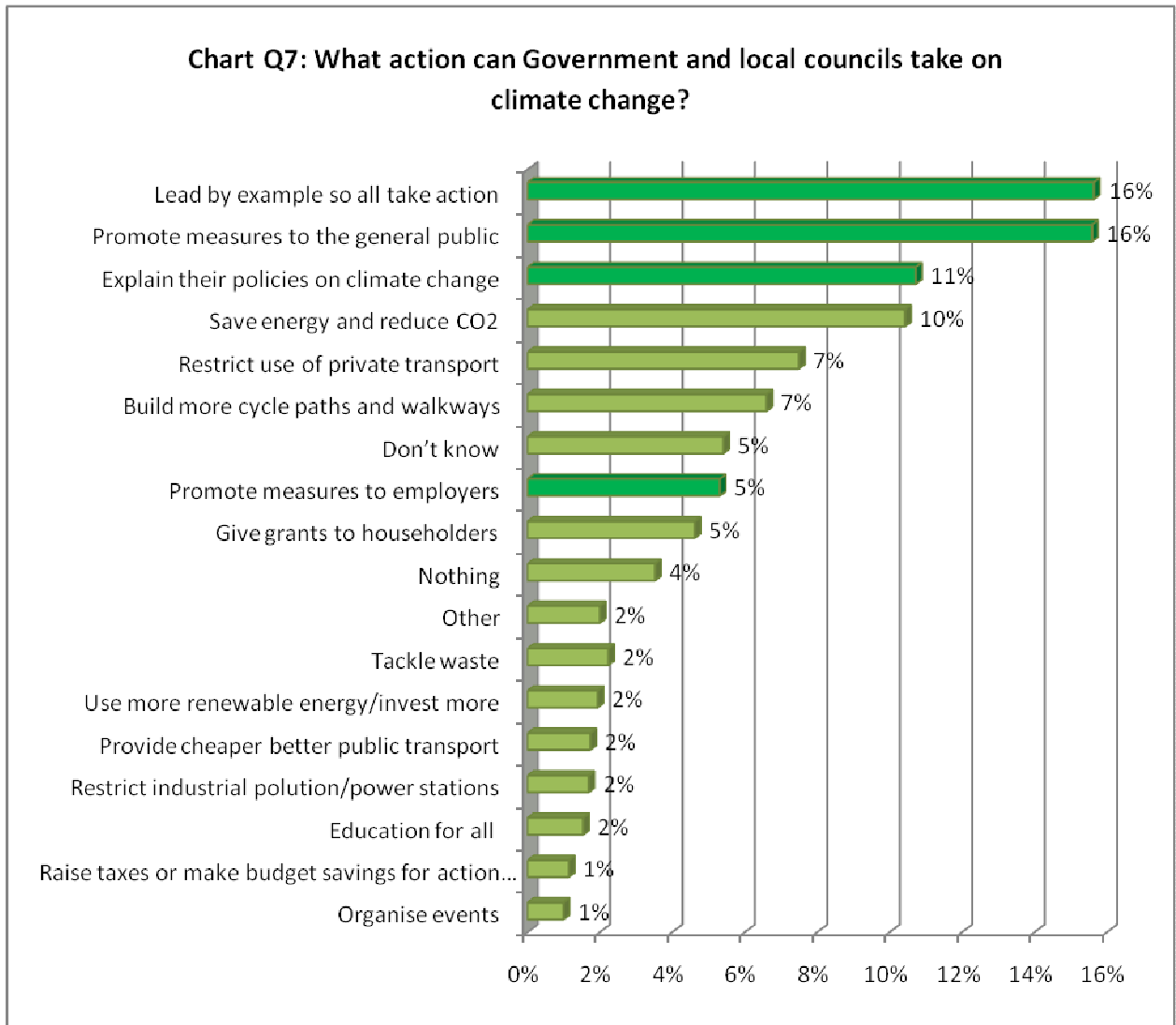
It seems that for the present over half of residents accept responsibility, although adding in the **5%** who said 'no-one in particular' this would increase to nearly **60%**.

The answers to this question suggest that a significant minority of Derby residents do not consider that they are responsible for taking action to combat climate change. This situation may impact significantly on any actions by the Council to reduce energy consumption and CO2 emissions from the City.

However it is by no means certain, even if 100% of the public were convinced of the problem and the way forward, that they would take effective action to modify their behaviour

4.2.2 Q7. What action can Government and local councils take on climate change?

This question invited the public to suggest how central and local government should take action on climate change. The 2015 suggestions received showed that the public were not short of ideas. **48%** of the suggestions called for greater promotion to the public and businesses, of the policies and measures, and for local authorities leading by example. Chart Q7 shows the breakdown of the responses to this question.



The answers to the question suggest that there is little appetite for raising taxes or making financial cuts, but **5%** of respondents thought that grants should be given to householders to pay for insulation, or assist with the purchase of larger items, like solar panels.

Only **7%** of respondents suggested the ‘restriction of private transport’ and only **7%** favoured building more cycle paths and walkways.

If respondents had been given a show card with a complete range of options a fuller response to this question might have been received. Nevertheless the results indicate that the public are in favour of central and local government promoting their policies on climate change, and of encouraging the public and businesses to take action.

Other comments received on the action Government and Councils could take to mitigate the effects of climate change

There were 69 ‘other comments’ that related to issues not covered in the main responses listed in Q7. The greatest number of these referred to taxes and funding, the need to introduce additional legislation, and the international nature of the problem. The comments are summarised below:

‘Taxes and funding’

These comments related to making better use of tax payers money by allocating resources more effectively, reducing taxes for those people who invest in renewable energy, and other government measures to subsidise/reduce the cost of employing energy efficient solutions.

“Reduce taxes for those citizens who use renewable energy”

‘Legislation’

These comments suggested the introduction of new ‘green’ laws to enforce existing environmental guidelines and safeguard the environment. Specifically the respondents suggested laws to force people to change their habits instead of relying on coercion and advice.

“Government should initiate new laws to force people to change routine habits”

‘International solutions’

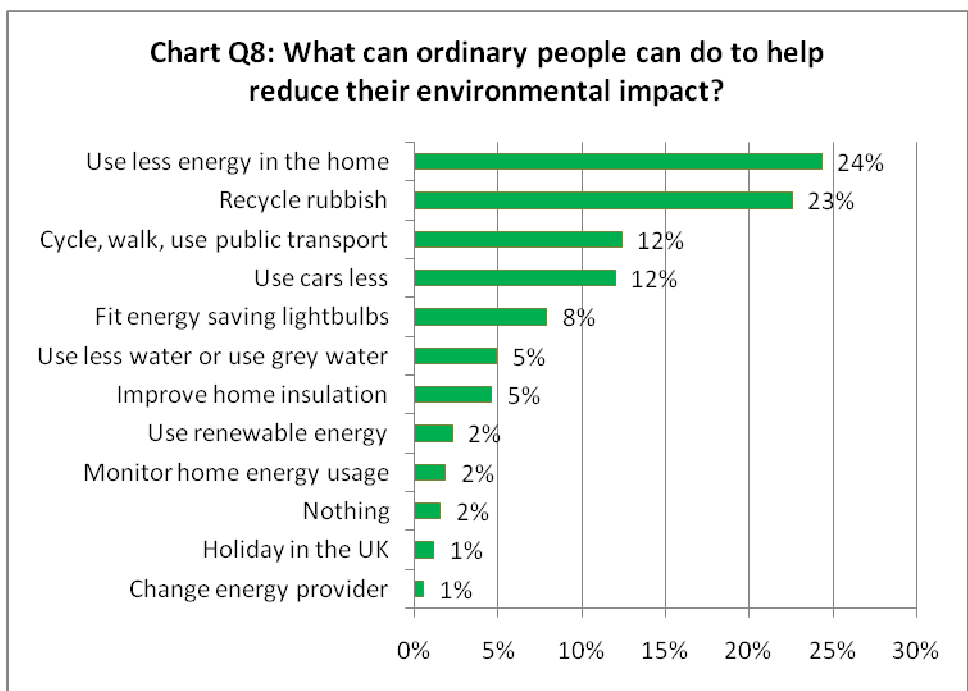
These respondents suggested that the problem lay not with national or local government but in the international arena. They felt that nothing could be done on the domestic front and that controlling climate change rested upon restrictions placed on the large economies with respect to emissions and resource utilisation.

“Local government can’t really do anything effective as the problem lies in countries like China or the USA”

Other ideas for action by central or local government included a focus on population control, building carbon-neutral houses, and curtailing the cutting down of trees/rainforests.

4.2.3 Q8. What can ordinary people do to help reduce their environmental impact?

This question tested the public's resolve and their ideas on how their personal impact on the environment could be mitigated. 2640 responses were received to the question of which the top four were: 'use less energy in the home' (24%); 'recycle rubbish' (23%); 'cycle,/walk, , use public transport' (12%); and 'use cars less' (12%). Chart Q8 shows the breakdown of the responses to this question.



It is probable that these responses were driven by what people practised already, so items like recycling and saving energy were higher up on the list of ideas than for example installing a home energy monitoring unit. Nevertheless the answers showed that energy saving in the home, either through control of consumption, or by installing equipment or insulation, was a high priority to respondents.

This conclusion suggests that the public are more likely to be receptive to suggestions of this kind rather than to other less obvious solutions. Part of the reason for this may be the fact that these solutions involve little effort or cost on the part of the householder, whereas installing energy saving equipment or generating capacity would have a significant cost.

This conclusion is understandable given:

- a) the present economic circumstances;
- b) householders' general reluctance to invest in something that may give no obvious return or advantage.

Other comments received on the action people could take to reduce their environmental impact

A total of 68 'other comments' were received that could not be matched to the categories above. The most important of these were in respect of: food consumption; reductions in packaging for consumer products; restrictions on chemical pollutants; the provision of education on climate change. The summary of the main comments is below:

'Food'

These referred to self sufficiency; people growing their own food; composting; cutting down food consumption

"Buy ecological food and support organic farmers"

'Reduction of consumer goods packaging'

These referred to consuming fewer products that demanded excessive packaging or plastics in their production or sale; the elimination of plastic bags for shopping; not buying genetically modified goods.

"Use less plastic bags when shopping"

'Education'

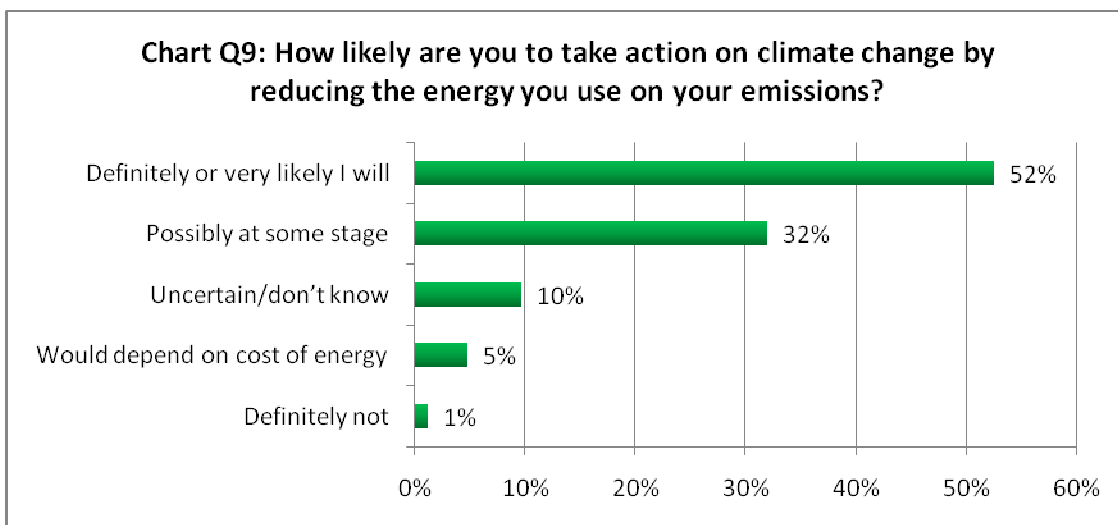
Some respondents said that the public should be better educated on the subject of environmental sustainability and the government should provide more information, particularly to children and young people on saving energy.

"Parents should teach their children how to save energy"

In addition there were a few other notable comments such as the control of population, and the setting up of more environmental protection groups to support or lobby Parliament.

4.2.4 Q9. How likely are you to take action by reducing the energy you use or your emissions?

A stated willingness to take action is a good indication of how seriously a person regards a particular issue. However it does not necessarily provide a reliable indicator of what people will actually do. In this survey the respondents painted a very optimistic picture with **84%** stating that they were ‘definitely’ or ‘possibly’ likely to take action on climate change. Chart Q9 shows the breakdown of the responses to this question.



The responses suggest that only one in six people were likely to do nothing. Looking at those committed to action there was little variation between genders but the highest commitment was in the 16-25's and 41-55 age groups. As with other questions of a similar nature, the older age groups appeared less inclined to take action.

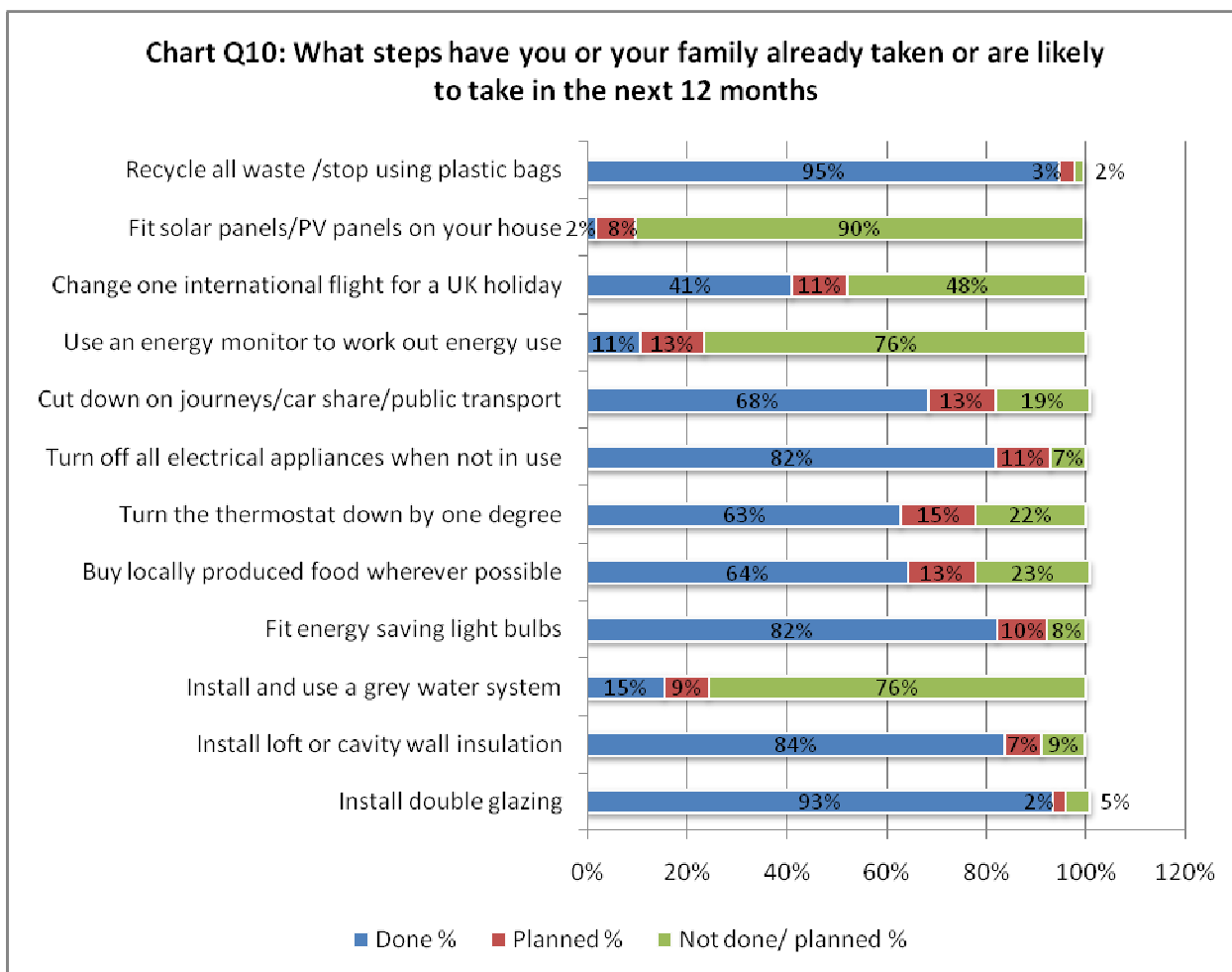
The responses to this question suggested that expectations for action would be greatest for the middle age groups, since people in those age groups are generally considered to have greater disposable income to spend on such items, and thereby take action.

4.3 TACKLING THE PROBLEM

Having investigated people’s resolve and intentions about climate change, the penultimate part of the survey focussed on the actions they were prepared to take. The approach used a checklist of possible mitigation measures to see: what action householders had taken or planned to take over the next 12 months; the householder’s intended investment in improving energy efficiency; the respondents’ experience of using installers/contractors; the accessibility of those installers/contractors.

4.3.1 Q10. What steps have you or your family taken or are likely take in the next 12 months to tackle the problem?

This was a prompted question where the researcher read out 12 different energy saving measures to which respondents answered either ‘done/completed/ planned to be done/not planned/done’. Chart Q10 shows the breakdown of the responses to this question.



The answers show that a very high proportion of respondents had already implemented five of the possible actions. These are listed below.

Recycle all waste/stop using plastic bags	95%
Install double glazing	93%
Install loft and cavity wall insulation	84%
Fit energy saving light bulbs	82%
Turn off electrical appliances when not in use	82%

A further three measures were rated well with over half of respondents (between 63% and 68%) saying they had taken action on them:

Cut down on journeys/car share/public transport	68%
Buy locally produced food wherever possible	64%
Turn thermostat down one degree	63%

The remaining four measures had not been significantly acted upon. These were:

Change one international flight for a UK holiday	41%
Install and use a grey water system	15%
Use an energy monitor to work out energy use	11%
To fit solar panels/PV panels on your house	2%

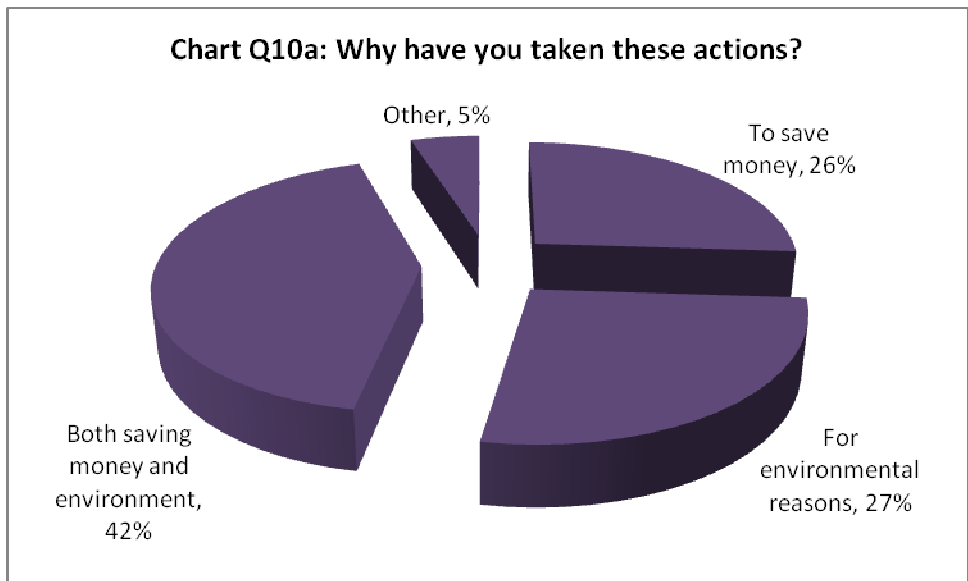
The respondents were also asked what measures they planned to carry out in the next 12 months. Allowing for the fact that a high percentage of respondents were in properties where some of the listed works had already been done, the intentions to carry out work ranged from a low of **2%** in double-glazing to a high of **15%** for regulating the thermostat.

Only 8% of respondents said that renewable energy products were a future priority for them, and the percentage of people not planning to install these products was very high with **90%** not planning to install solar or PV panels and **76%** not planning to install grey water systems and energy monitors.

It would seem from these answers that residents will require significant encouragement to consider anything other than low cost/routine improvements to their properties, and that more expensive items like solar panels are not currently being considered.

4.3.2 Q10a. Why have you taken these actions?

Those respondents who had indicated that they had installed an energy saving product, or taken action on any of the 12 measures listed in the previous question, were asked why they had taken the action. **42%** said that they had done so in order to save money and for environmental reasons (a double motivation), whilst **26%** said just to ‘save money’ and **27%** said ‘for the environment’. Chart Q10a shows the breakdown of the responses to this question.



‘Other reasons’ given for taking action on energy savings:

- Practical reasons cold house etc (12)
- All came with the council house (5)
- Everything was in the house when came (5)
- Maintenance and just some things you have to have in your house (4)
- To keep the house warmer/comfort (5)
- For economic reasons and because its my job
- I dislike waste (2)

These answers suggested that the best way to encourage people to save energy was to highlight to them the financial savings that they would make as a consequence, as well as the collective impact that their actions would have on the environment. This could be an approach the Commission might consider if it wished to boost public awareness and encourage action to combat climate change.

4.3.3. Q11. Experiences with supply companies providing energy saving products

A total of 635 respondents said that they had engaged companies to supply energy-saving products of some kind in the previous 12 months, or they planned to do so in the next 12 months. These respondents were asked how easy they thought it had been or would be to find a company to supply these items, and also about their experiences with the companies that had installed the items.

86% of respondents said they had found it easy, or thought they would find it easy, to locate a supply company, and only **1%** reported it was difficult. **6%** of the respondents said they had completed the work themselves.

Only **1%** of the respondents who had received a service said that they had been not satisfied, with the remainder saying that they were either satisfied or very satisfied with the work. A selection of the respondents' comments about this is listed below:

“Very positive it came recommended by government scheme to make the home more green”

“It took a long time to complete the work but I am very satisfied with the quality”

“The new generation insulation is expensive but effective”

“I am satisfied, my bills are lower and I barely have to turn the central heating on”

Independent research undertaken nationally on behalf of a major supplier of energy saving/renewable products (The Mark Group) showed householders to be extremely cost conscious with investments of this kind, and would only entertain them if they were relatively low cost and promised a quick payback. There was also evidence of grants influencing demand, especially for insulation products where Warm Front and other schemes were in operation.

4.3.4. Q12. How much are you likely to spend in the next 12 months to improve energy efficiency in your home?

All respondents were asked this question and, perhaps not surprisingly in the current economic climate, two thirds said they did not plan to spend anything during the next twelve months. The remaining third said that they did intend to spend some money, although at the low end of the price range. Table Q12 shows the breakdown of the responses to this question.

Q12 How much are you likely to spend in the NEXT 12 months to improve energy efficiency in your home?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
£0-499	18%	178	12%	121	30%	299
£500-999	2%	16	1%	10	3%	26
£1000-1499	0%	5	0%	4	1%	9
£1500-1999	0%	4	0%	3	1%	7
Over 2000	1%	7	0%	5	1%	12
Nothing	34%	337	32%	313	64%	650
Total	55%	547	45%	456	100%	1003

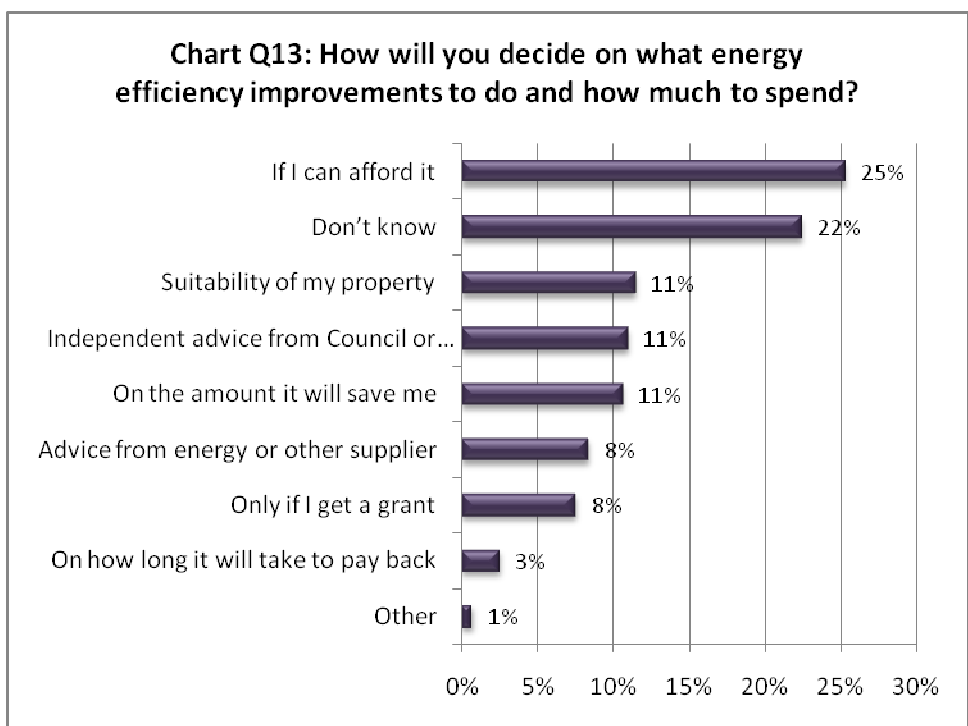
There was some variation in spending intentions between the genders with men being inclined to spend slightly more than women; in age classifications people in the 26-55 age group are most likely to spend money to improve energy efficiency as they are generally known to be the ones with the disposable incomes.

4.4 THE BUYING PROCESS FOR ENERGY EFFICIENCY IMPROVEMENT PRODUCTS

To understand how people decided which energy efficiency products to buy, and how easy it was to find a supplier, the survey asked these final questions:

4.4.1 Q13. How would you decide on what energy efficiency improvements to make, and how much to spend?

Those respondents who had looked into making energy efficiency improvements said they took into account a number of factors, the foremost of which was cost/affordability. However nearly one in four of respondents said they did not know how to go about deciding what to buy. This response highlights the need for information to be available to the public on how to select energy saving products and on affordability/payback given that grants may at some point be available. Chart Q13 shows the breakdown of responses to this question.



4.4.2 How to obtain help and advice

Most respondents said they would seek advice from an independent source such as the Council with 19% saying that they would take advice from outside sources. Grant assistance was a consideration for only 8% of respondents and this low figure may be due to some people thinking they may not qualify for a grant under schemes like Warm Front.

These responses suggest that a campaign may be needed to provide information to the public.

Information and guidance

The final questions in the survey asked respondents if they would like to receive more information on how to tackle climate change and if so which subjects should be covered. Respondents were also asked about their most regular sources of news information so that the right media for any future campaigns could be identified.

4.4.3 Q14. Would you like more information on how to tackle climate change?

77% of respondents (733) said that they did not want any more information on the subject. This response suggests that there is either a low level of interest in the matter or that most people felt they knew enough or had done enough already.

4.4.4 Q15. What would you like information on?

Whilst 773 respondents said they did not want any information, 230 expressed interest in more information. In order of importance the type of information requested related to energy saving or ways to save energy; ways to maintain or improve the environment; the availability of grants and incentives to invest; product details about renewable energy resources and recycling. Comments relating to the type of information requested are listed below.

‘Energy saving’ More information is required to help householders understand about their energy usage and ways to save, including information on alternative energy sources. The argument behind this is that despite the information provided to date, there are still people in the community who have not taken action, or do not know what to do.

“More tips on how to save energy and money in every day life”

“Simple steps to save money and be more environmentally friendly”

“Need more information on alternative sources of energy”

‘General information’

It was said that by providing more background information on the causes of climate change and environmental damage, people will be able to make their own choices and, where inclined, change their behaviour.

“A leaflet answering all questions telling what people can do to reduce environmental impact”

“On how to reduce their carbon footprint and save money”

“I’ve never heard about grey water systems so would like to know more”

“Information on efficient housing schemes”

“Make it clear what will happen if no one takes action!”

‘Grants and incentives’

There should be more information on the financial support that is available for householders to fund projects in micro-generation and improved home insulation. Also ‘smart meters’ should be subsidised for all households. The last point implied that existing subsidies may be restricted to certain groups in the community.

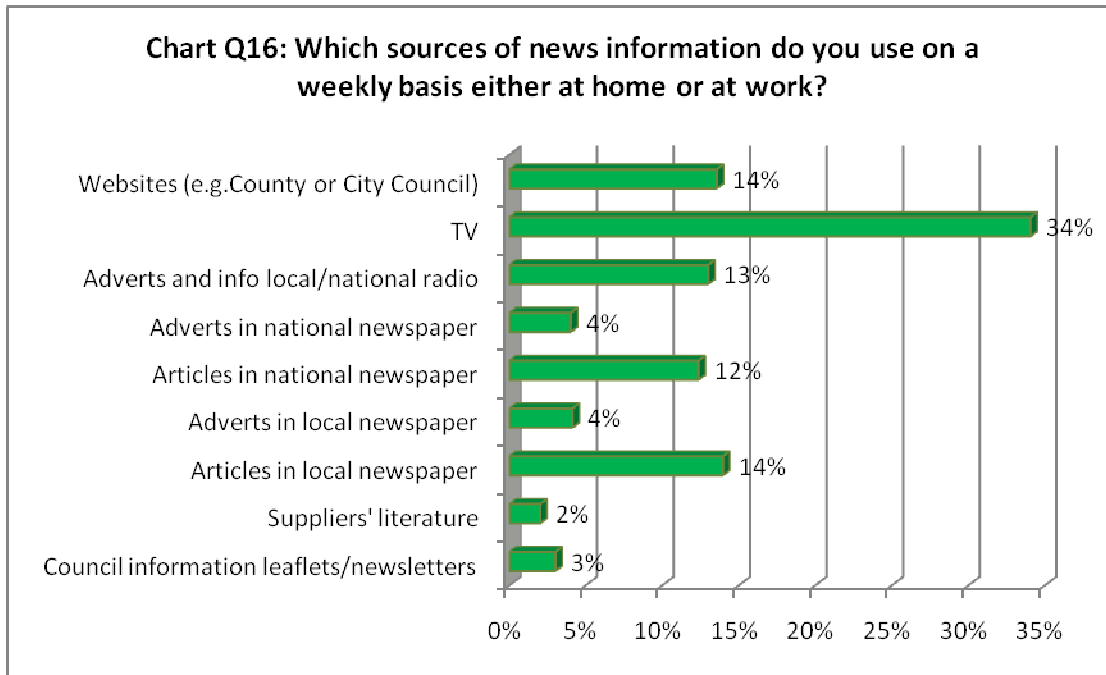
“Details on grants for micro generation and what renewable energy initiatives the council are running”

“They should give information on smart meters and even subsidise it for all households”

In addition to the above information was requested on recycling, composting, and on the subject of climate change generally to help educate the community to help themselves.

“Details on what is done with all the waste and recycling when it has been collected”

4.4.5 Q16. Which sources of news information do you use on a weekly basis?



TV scored the highest rating of all media with local newspaper articles and websites such as those operated by the City and County Councils were also significant. Advertisements in national and local newspapers and Council leaflets and newsletters were not seen as a significant source of information.

“There should be more programs on TV as opposed to written information”

“All information is on the Internet, but many older people do not use it, so there should be more information in other media”

5.0 APPENDICES

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Climate Change Public Survey -V1

Hello I am From Marketing Innovation Ltd. We are conducting some research for Derby City Council and we'd like to know your opinions on Climate Change and what you think can be done to reduce its impact on our quality of life. The survey takes between 7 and 8 minutes on the phone. Would you help us?

A1 First, so I can check that you are in the right area for this study, please can you tell me where you live? (Check on list for 'other' area)

Write district in box _____

A2 What is your postcode? _____ / _____

A3 Are you a permanent resident of Derby? (its yes if they pay council tax to City Council)

Yes [] No (abort) []

A4 Are you 18 years of age or over?

Yes [] No (abort) []

To begin I have a few questions on what you understand about climate change.....

AWARENESS FOR CLIMATE CHANGE

Q1 What does climate change mean to you? (Unprompted, multi-choice)

- | | | | |
|--------------------------------|--------------------------|---------------------------------|--------------------------|
| Higher temperatures | <input type="checkbox"/> | More disease..... | <input type="checkbox"/> |
| Melting ice-caps | <input type="checkbox"/> | Less water | <input type="checkbox"/> |
| Increased heavy rainfall | <input type="checkbox"/> | Increased carbon dioxide levels | <input type="checkbox"/> |
| Rising sea levels and flooding | <input type="checkbox"/> | Other..... | <input type="checkbox"/> |

Q2 How well informed do you feel about climate change and its effect on the environment?

- | | | | | |
|----------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | <i>A Lot</i> | <i>A little</i> | <i>Not very much</i> | <i>Don't know</i> |
| Climate change | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q3 Is it likely that you and other Derby people will be affected by Climate Change?

- | | | | |
|-----------------------------------|--------------------------|---------------------------------|--------------------------|
| Definitely or very likely it will | <input type="checkbox"/> | Uncertain/don't know if it will | <input type="checkbox"/> |
| Possibly at some stage | <input type="checkbox"/> | Definitely not | <input type="checkbox"/> |

Q4 How might people like you be affected by climate change or by the actions needed to deal with it?

- | | | | |
|---|--------------------------|---|--------------------------|
| Big changes in the weather | <input type="checkbox"/> | Less available and/or more expensive energy | <input type="checkbox"/> |
| More flooding | <input type="checkbox"/> | Restriction on the use of private transport | <input type="checkbox"/> |
| Rising costs (e.g. food/materials) | <input type="checkbox"/> | Don't know..... | <input type="checkbox"/> |
| Less available or more expensive air travel | <input type="checkbox"/> | Other..... | <input type="checkbox"/> |

Q5 How much do you worry about the likely impact of climate change?

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <i>A lot</i> | <i>From time to time</i> | <i>No worries</i> | <i>No thoughts</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Now for your opinions on who should take responsibility for all this.....

RESPONSIBILITY FOR CLIMATE CHANGE

Q6 Who should take responsibility for tackling Climate Change? (tick one answer only)

- | | |
|--|---|
| <i>World Government (the UN etc).....</i> <input type="checkbox"/> | <i>Everybody including ordinary people</i> <input type="checkbox"/> |
| <i>Central Government</i> <input type="checkbox"/> | <i>No one in particular.....</i> <input type="checkbox"/> |
| <i>Local Councils</i> | <i>Don't know</i> <input type="checkbox"/> |

Q7 What action can Government and local Councils take on climate change?

- | | |
|--|---|
| <i>Lead by example so all take action</i> <input type="checkbox"/> | <i>Save energy and reduce CO2</i> <input type="checkbox"/> |
| <i>Explain their policies on Climate Change.....</i> <input type="checkbox"/> | <i>Restrict use of private transport</i> <input type="checkbox"/> |
| <i>Promote measures to employers</i> <input type="checkbox"/> | <i>Build more cycle paths and walkways.....</i> <input type="checkbox"/> |
| <i>Promote measures to the general public.....</i> <input type="checkbox"/> | <i>Give grants to householders for insulation/micro generation</i> <input type="checkbox"/> |
| <i>Raise taxes or make budget savings to pay for actions needed</i> <input type="checkbox"/> | <i>Nothing</i> <input type="checkbox"/> |
| <i>Organise events.....</i> <input type="checkbox"/> | <i>Other</i> <input type="checkbox"/> |

Q8 What can ordinary people do to help reduce their environmental impact?

- | | |
|---|---|
| <i>Use less energy in the home</i> <input type="checkbox"/> | <i>Monitor home energy usage</i> <input type="checkbox"/> |
| <i>Use less water or use grey water</i> <input type="checkbox"/> | <i>Fit energy saving bulbs</i> <input type="checkbox"/> |
| <i>Recycle rubbish</i> <input type="checkbox"/> | <i>Cycle, walk, use public transport</i> <input type="checkbox"/> |
| <i>Use cars less (car sharing/few wasted journeys)</i> <input type="checkbox"/> | <i>Holiday in the UK</i> <input type="checkbox"/> |
| <i>Improve or fit home insulation</i> <input type="checkbox"/> | <i>Other</i> <input type="checkbox"/> |
| <i>Use own renewable energy (e.g. from own solar panels)</i> <input type="checkbox"/> | <i>Nothing</i> <input type="checkbox"/> |
| <i>Change energy provider</i> <input type="checkbox"/> | <i>Don't know</i> <input type="checkbox"/> |

Q9 How likely are you to take action on climate change by reducing the energy you use or your emissions?

- | | |
|--|--|
| <i>Definitely or very likely I will</i> <input type="checkbox"/> | <i>Uncertain/don't know if I will</i> <input type="checkbox"/> |
| <i>Possibly at some stage</i> <input type="checkbox"/> | <i>Definitely not</i> <input type="checkbox"/> |
| <i>Would depend on cost of energy</i> <input type="checkbox"/> | |

TACKLING THE PROBLEM

Q10 What steps you or your family have already taken, or are likely to take in the next 12 months?

Interviewer: READ OUT ALL	Done	Planned	Not/done planned
1. Install double glazing			
2. Install loft or cavity wall insulation			
3. Install and use a grey water system			
4. Fit energy saving light bulbs			
5. Buy locally produced food wherever possible			
6. Turn the thermostat down by one degree			
7.			
8. Turn off all electrical appliances when not in use			
9. Cut down on non-essential journeys/car share/ public transport			
10. Use an energy monitor to work out energy use			
11. Change one international flight for a UK holiday instead			
12. Fit solar panels/PV panels on your house			
13. Recycle all waste where possible/ stop using plastic bags			
14. Why have you taken these actions? a. To save money b. For environmental reasons c. Other reasons			

If you have installed insulation/solar panels/double glazing products or would like to.....

Q11 How easy was it/will it be to find a company to do the work
 What has been your experience with companies who do this kind of work?

Q12 How much are you likely to spend in the NEXT 12 months to improve energy efficiency in your home?
 £ 0 -499 £500-999 £1000-1499 £1500-1999 Over £2000 Nothing

Q13 How will you decide on what energy efficiency improvements to do and how much to spend?

Advice received from energy or other suppliers	<input type="checkbox"/>	If I can afford it/if I have spare cash	<input type="checkbox"/>
Independent advice from Council or others	<input type="checkbox"/>	Only if I get a grant	<input type="checkbox"/>
On the amount it will save me	<input type="checkbox"/>	Other	<input type="checkbox"/>
On how long it will take to pay back	<input type="checkbox"/>	Nothing	<input type="checkbox"/>
Suitability of my property	<input type="checkbox"/>	Don't know	<input type="checkbox"/>

APPENDIX 5.2

SURVEY TABLES

Q1 What does climate change mean to you?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
Higher temperatures/global warming	34%	308	38%	285	35%	593
Melting ice-caps	18%	165	16%	116	17%	281
Increased heavy rainfall	10%	97	11%	81	11%	178
Rising sea levels and flooding	14%	130	12%	93	13%	223
More disease	2%	17	1%	10	2%	27
Less water	2%	14	3%	24	2%	38
Increased carbon dioxide levels	8%	78	7%	54	8%	132
Other	12%	115	12%	89	12%	204
Total	100%	924	100%	752	100%	1676

Q1 What does climate change mean to you?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
Higher temperatures/global warming	20%	12	33%	115	33%	214	36%	160	48%	92	35%	593
Melting ice-caps	34%	20	18%	61	16%	99	17%	77	13%	24	17%	281
Increased heavy rainfall	9%	5	14%	47	10%	64	10%	46	8%	16	11%	178
Rising sea levels and flooding	12%	7	15%	50	16%	100	10%	47	10%	19	13%	223
More disease	3%	2	2%	7	2%	14	1%	4	0%		2%	27
Less water	2%	1	2%	8	2%	14	2%	8	4%	7	2%	38
Increased carbon dioxide levels	10%	6	8%	27	9%	54	8%	37	4%	8	8%	132
Other	10%	6	8%	27	12%	74	16%	73	13%	24	12%	204
Total	100%	59	100%	342	100%	633	100%	452	100%	190	100%	1676

Q2 How well informed do you feel about climate change and its effect on the environment?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
A lot	32%	177	28%	127	30%	304
A little	53%	291	52%	238	53%	529
Not very much	13%	69	18%	84	15%	153
Don't know	2%	10	2%	7	2%	17
Total	100%	547	100%	456	100%	1003

Q2 How well informed do you feel about climate change and its effect on the environment?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
A lot	43%	15	27%	55	34%	120	31%	88	21%	26	30%	304
A little	48%	17	60%	120	53%	189	52%	146	45%	57	53%	529
Not very much	9%	3	11%	22	12%	43	15%	43	33%	42	15%	153
Don't know	0%		2%	4	1%	5	2%	7	1%	1	2%	17
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%	1003

Q3 Is it likely that you and other Derby people will be affected by Climate Change?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
Definitely or very likely will	55%	300	53%	243	54%	543
Uncertain/don't know if it will	23%	128	20%	88	22%	216
Possibly at some stage	19%	103	25%	116	22%	219
Definitely will not	3%	16	2%	9	2%	25
Total	100%	547	100%	456	100%	1003

Q3 Is it likely that you and other Derby people will be affected by Climate Change?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
Definitely or very likely will	63%	22	59%	119	56%	201	49%	140	49%	61	54%	543
Uncertain/don't know if it will	17%	6	19%	38	20%	73	25%	70	23%	29	22%	216
Possibly at some stage	20%	7	21%	42	21%	74	24%	68	22%	28	22%	219
Definitely will not	0%	0	1%	2	3%	9	2%	6	6%	8	2%	25
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%	1003

Q4 How might people like you be affected by climate change or by the actions needed to deal with it?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
Big changes in weather	33%	299	33%	256	33%	555
More flooding	18%	170	18%	134	18%	304
Rising costs	15%	136	12%	92	14%	228
less available or more expensive air travel	6%	54	6%	42	6%	96
Less available or more expensive energy	12%	108	11%	85	11%	193
Restriction on use of private transport	5%	44	6%	44	5%	88
Don't know	7%	66	9%	67	8%	133
Other	4%	42	5%	39	5%	81
Total	100%	919	100%	759	100%	1678

Q4 How might people like you be affected by climate change or by the actions needed to deal with it?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
Big changes in weather	33%	22	30%	111	30%	201	40%	159	40%	62	33%	555
More flooding	21%	14	22%	81	17%	114	18%	74	14%	21	18%	304
Rising costs	17%	11	14%	53	15%	106	12%	48	6%	10	14%	228
less available or more expensive air travel	6%	4	7%	25	9%	61	1%	5	1%	1	6%	96
Less available or more expensive energy	15%	10	13%	50	12%	85	9%	35	8%	13	12%	193
Restriction on use of private transport	5%	3	6%	21	7%	46	4%	15	2%	3	5%	88
Don't know	3%	2	4%	17	6%	43	8%	34	24%	37	8%	133
Other	0%		4%	13	4%	28	8%	33	5%	7	4%	81
Total	100%	66	100%	371	100%	684	100%	403	100%	154	100%	1678

Q5 How much do you worry about the likely impact of climate change?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
A lot	18%	100	17%	75	17%	175
From time to time	43%	235	48%	221	45%	456
No worries	35%	189	30%	138	33%	327
No thoughts	4%	23	5%	22	5%	45
Total	100%	547	100%	456	100%	1003

Q5 How much do you worry about the likely impact of climate change?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
A lot	37%	13	23%	47	17%	61	16%	46	6%	8	17%	175
From time to time	26%	9	52%	104	52%	186	40%	114	34%	43	46%	456
No worries	29%	10	21%	41	27%	97	40%	115	51%	64	33%	327
No thoughts	8%	3	4%	9	4%	13	4%	9	9%	11	4%	45
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%	1003

Q6 Who should take responsibility for climate change?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
World Government	22%	121	16%	74	19%	195
Central Government	17%	93	12%	54	15%	147
Local Councils	1%	6	1%	2	1%	8
Everybody	48%	265	60%	274	54%	539
No-one in particular	6%	32	4%	20	5%	52
Don't know	5%	25	5%	24	5%	49
Other	1%	5	2%	8	1%	13
Total	100%	547	100%	456	100%	1003

Q6 Who should take responsibility for climate change?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
World Government	23%	8	24%	48	22%	80	16%	46	10%	13	19%	195
Central Government	14%	5	14%	27	12%	43	17%	47	20%	25	15%	147
Local Councils	3%	1	1%	3	1%	2	1%	2	0%	0	1%	8
Everybody	51%	18	53%	107	56%	198	54%	155	48%	61	54%	539
No-one in particular	6%	2	5%	10	4%	16	6%	16	6%	8	5%	52
Don't know	3%	1	2%	4	4%	16	5%	16	10%	12	5%	49
Other	0%	0	1%	2	1%	2	1%	2	6%	7	1%	13
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%	1003

Q7 What action can Government and local councils take on climate change?

	Total	Total No.
Lead by example so all take action	16%	315
Promote measures to the general public	16%	314
Explain their policies on climate change	11%	216
Save energy and reduce CO2	10%	210
Restrict use of private transport	7%	151
Build more cycle paths and walkways	7%	133
Promote measures to employers	5%	107
Give grants to householders for insulation/micro generation	5%	93
Nothing	4%	71
Tackle waste	2%	45
Use more renewable energy/invest more	2%	39
Provide cheaper better public transport	2%	35
Restrict industrial pollution/power stations	2%	34
Education for all	2%	31
Raise taxes or make budget savings to pay for actions needed	1%	23
Organise events	1%	20
Don't know	5%	109
Other	2%	69
Total	100%	2015

Other (see comments)

International Government issue (11)

Legislation (12)

Taxes and funding (18)

Fines (7)

Housing (5)

Trees (4)

Population (2)

Other (10)

Q8 What can ordinary people do to help reduce their environmental impact?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
Use less energy in the home	25%	361	23%	281	24%	642
Recycle rubbish	21%	306	24%	290	23%	596
Cycle, walk, use public transport	11%	159	14%	168	12%	327
Use cars less	12%	173	12%	145	12%	318
Fit energy saving light bulbs	8%	111	8%	97	8%	208
Use less water or use grey water	5%	77	4%	53	5%	130
Improve home insulation	5%	69	4%	53	5%	122
Use renewable energy	3%	40	2%	20	2%	60
Monitor home energy usage	2%	27	2%	21	2%	48
Nothing	2%	29	1%	11	2%	40
Holiday in the UK	1%	17	1%	13	1%	30
Change energy provider	1%	8	1%	7	1%	15
Don't know	1%	19	1%	17	1%	36
Other	3%	32	3%	36	2%	68
Total	100%	1428	100%	1212	100%	2640

Q9 How likely are you to take action on climate change by reducing the energy you use or your emissions?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
Definitely or very likely I will	54%	298	50%	228	52%	526
Possibly at some stage	29%	160	35%	160	32%	320
Would depend on cost of energy	5%	28	4%	20	5%	48
Uncertain/don't know	11%	53	10%	44	10%	97
Definitely not	1%	8	1%	4	1%	12
Total	100%	547	100%	456	100%	1003

Q9 How likely are you to take action on climate change by reducing the energy you use or your emissions?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %
Definitely or very likely I will	60%	21	52%	105	50%	180	55%	157	50%	63	52%
Possibly at some stage	40%	14	32%	64	39%	140	29%	81	17%	21	32%
Would depend on cost of energy	0%	0	7%	14	2%	8	6%	17	7%	9	5%
Uncertain/don't know	0%	0	9%	17	8%	25	8%	24	25%	31	10%
Definitely not	0%	0	0%	1	1%	4	2%	5	1%	2	1%
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%

Q10 What steps have you or your family already taken or are likely to take in the next 12 months?

	Done %	Done No.	Planned %	Planned No.	Not done/ planned %	Not done/ planned No.	Total %	No. responses
Install double glazing	93%	937	2%	24	5%	39	100%	1000
Install loft or cavity wall insulation	84%	840	7%	73	9%	88	100%	1001
Install and use a grey water system	15%	155	9%	89	76%	758	100%	1002
Fit energy saving light bulbs	82%	824	10%	101	8%	78	100%	1003
Buy locally produced food wherever possible	64%	646	13%	134	23%	218	100%	998
Turn the thermostat down by one degree	63%	631	15%	151	22%	220	100%	1002
Turn off all electrical appliances when not in use	82%	821	11%	111	7%	70	100%	1002
Cut down on non-essential journeys/car share/public transport	68%	686	13%	135	19%	179	100%	1000
Use an energy monitor to work out energy use	11%	107	13%	129	76%	767	100%	1003
Change one international flight for a UK holiday	41%	412	11%	110	48%	476	100%	998
Fit solar panels/PV panels on your house	2%	18	8%	79	90%	901	100%	998
Recycle all waste where possible/stop using plastic bags	95%	950	3%	30	2%	18	100%	998

Q10a Why have you taken these actions?

	Total %	Total No.
To save money	26%	263
For environmental reasons	27%	271
Both saving money and environment	42%	426
Other	5%	43
Total	100%	1003

Other comments

Practical reasons cold house etc (12)

All came with the council house (5)

Everything was in the house when came (5)

Maintenance and just some things you have to have in your house (4)

To keep the house warmer/comfort (5)

For economic reasons and because its my job

Lives in halls so most of these do not apply

I dislike waste (2)

Q11 How easy was it/will it be to find a company who do this kind of work?

	Total %	No. Responses
Very easy	8%	50
Fairly easy	3%	22
Easy	75%	468
Did it themselves	6%	40
Not easy	1%	5
Received a grant	3%	22
Council information/recommendation	1%	9
Other	1%	9
Don't know	2%	10
No. responses	100%	635

Q11 comments

- British gas sent an energy monitor
- Got solar panels on the house it was difficult to find a company to do it and few of them seemed to know what they were doing
- Listed building cant get double glazing
- Many representatives from companies call and come over but their house is build from Stanley blocks and its not possible to insulate it
- Neighbour recommended a company
- Private gas company helped to do it
- The insulation company knocked on their door and asked if we needed to have it done
- Want to get loft insulation redone
- Other people got it free off the council but they never called me
- Wanted to fit solar panels but the payback period was too long

Q11a What has been your experience with companies that do this kind of work?

	Total %	No. Responses
Very satisfied	18%	104
Fairly satisfied	35%	208
Satisfied	21%	125
OK/Average	20%	115
Not satisfied	1%	8
Don't know	4%	21
Other	1%	6
Total	100%	587

Q12 How much are you likely to spend in the NEXT 12 months to improve energy efficiency in your home?

Gender >	Male	Male No.	Female	Female No.	Total	Total No.
£0-499	18%	178	12%	121	30%	299
£500-999	2%	16	1%	10	3%	26
£1000-1499	0%	5	0%	4	1%	9
£1500-1999	0%	4	0%	3	1%	7
Over 2000	1%	7	0%	5	1%	12
Nothing	34%	337	32%	313	64%	650
Total	55%	547	45%	456	100%	1003

Q12 How much are you likely to spend in the NEXT 12 months to improve energy efficiency in your home?

Age >	16-25 %	16-25 No.	26-40%	26-40 No.	41-55%	41-55 No.	56-70%	56-70 No.	70+%	70+ No.	Total %	Total No.
£0-499	26%	9	38%	76	38%	134	21%	60	16%	20	30%	299
£500-999	3%	1	2%	4	4%	14	2%	7	0%	0	3%	26
£1000-1499	0%	0	2%	4	1%	4	0%	1	0%	0	1%	9
£1500-1999	0%	0	1%	2	1%	2	1%	3	0%	0	1%	7
Over 2000	0%	0	0%	1	1%	5	1%	4	2%	2	1%	12
Nothing	71%	25	57%	114	55%	198	75%	209	82%	104	64%	650
Total	100%	35	100%	201	100%	357	100%	284	100%	126	100%	1003

Q13 How will you decide on what energy efficiency improvements to do and how much to spend?

	Total %	No. Responses
Advice from energy or other supplier	8%	70
Independent advice from Council or others	11%	92
On the amount it will save me	11%	89
On how long it will take to pay back	3%	21
Suitability of my property	11%	96
If I can afford it	25%	212
Only if I get a grant	8%	63
Other	1%	6
Don't know	22%	188
Total	100%	837

Q14 Would you like more information on how to tackle climate change or save energy in your home?

	Total %	No. Responses
Yes	23%	230
No	77%	773
Total	100%	1003

Q16 Which sources of news information do you use on a weekly basis either at home or at work?

Information sources	Total %	No. Responses
Council information leaflets/newsletters	3%	76
Suppliers' literature	2%	51
Articles in local newspaper	14%	351
Adverts in local newspaper	4%	104
Articles in national newspaper	12%	311
Adverts in national newspaper	4%	101
Adverts and info on local/national radio	13%	314
TV	34%	856
Websites (e.g. County or City Council)	14%	341
Other (e.g. Energy Saving Trust, Citizen's Advice)	0%	9
Total	100%	2514